

## NSAGC Board Meeting Minutes

10.10am, April 30<sup>th</sup>, 2022

Attendants:

Kathy d'Entremont  
Deb Bowes-Lyon  
Ginny Blayney  
Allison Magee  
Lisa Doucette  
Sue Gilmour  
Bibiane Lessard  
Emily Walker  
Geoff MacDonald  
Susan Hazelwood  
Liz Hill  
Sharon Bryson  
Anne Gratton

Regrets: Pamela Maclean, Dixie Cress

Kathy welcomed all members and called meeting to order at 10.10am.

Round table of introductions.

1. Review Minutes of Board of Directors Meeting October 2nd, 2022

Plant give-away item contained the incorrect year.

Deb Bowes-Lyon moved to approved minutes, as amended. Bibianne seconded. Motion passed.

2 Old Business

a. Board Positions (Pamela)

Sharon Bryson has agreed to take on the role of Photo Chair following the AGM.

Liz mentioned that she is ready to step away as DD, but doesn't want to see the district without a director. Pamela is actively seeking new Board members, but it is up to everyone to do the same.

b. Convention 2022 (Liz)

11 of the 12 District3 clubs are involved in planning the convention. Currently 100 people are registered for the Convention. Liz is preparing an evaluation form to be included in the attendees' welcome bag.

**\*\*Sue will contact Charles Berry for his version of the form.** There have been a few changes to the Convention program, but these have been updated on the website.

Online payment will be available for next year's Convention.

c. Plant Giveaway 2022 (Geoff)

Slower sales mean the plants are not totally sold out. Jolly Farmer guarantees 140 out of 144, so if members have dud plants, they can get a replacement. Plants arrived in good condition.

In the future, the extra plant sales could be handled by online payment.

**\*\*Geoff will begin looking for next year's plant and will bring us a short list to decide from.**

- d. Strategic Plan (Deb)
  - \*\*Deb asked if people could review the Strategic Plan and send her some feedback by 1<sup>st</sup> June.**
  - \*\*Ginny and Deb will meet shortly afterwards and prepare something to present to the Board.**
- e. Social Media Guidelines (Deb)

Deb has updated the Social Media guidelines. Susan moved to include the social media guideline in the Board Handbook. Sharon seconded. Motion passed.

  - \*\*Deb will send Ginny what should be included in the handbook.**

Lisa agreed to join Deb as an Admin on the FB page.
- f. Visual Identity (Deb)

Emily has written up guidelines for a visual identity and envisions a small sign being visible at Nurseries advertising a members' discount.

  - \*\*Emily is going to work on the design of the sign and business cards.**
- g. Year of the Garden (Kathy)

Kathy has been sending out prompts for clubs to do something to celebrate this event. Only 4 municipalities have bought into the event.

### 3. New Business

- a. New Website Launch – Feedback (Susan)

Overwhelming positive feedback. Any problems have been more a case of lack of tech knowledge on the part of members.
- b. Email addresses - Privacy (Kathy)

Please make sure that when sending out emails you are aware of members' privacy. Make use of the BCC facility to obscure individual emails and avoid passing on any sensitive information.
- c. Club Presidents' Handbook  
We should be sending out the Handbook annually after the NSAGC AGM.
- d. NSAGC History Updates (Susan)

Are we still doing the history reports? The most recent one is for 2009-2014, so we are missing a few.

  - \*\*Kathy will contact Dixie to find out what is happening.**

Liz asked what to do with her club reports – they should be sent to Dixie.
- e. Update Judges (Kathy)

We need to update judges list.

  - \*\*DDs should check the district list and send Ginny the updates.**
- f. Financial Audit 2022 – getting back on track  
Deb and Dixie will perform the audit before the AGM.
  - \*\*Allison with arrange the date with them.**
- g. Convention 2023  
2022 – District3, 2023 – District4, 2024- District7, 2025 – District2.  
Planning has begun. Susan is picking up from where they left off in 2020. 5 out of the 9 clubs are represented on the planning committee. Their second meeting is on June 20<sup>th</sup>.
- h. Community Gardens  
Lisa would like to know what she can tell community gardens in her district regarding NSAGC membership. What form would their membership be? Kathy mentioned that they would be

treated as an affiliate group. i.e. membership, possibly insurance, but no voting rights at AGM or free plant.

**\*\*Allison will contact the insurance company to verify the insurance situation.**

i. Travel reimbursement

Ginny made a motion to adjust the method of travel reimbursement to be either the receipt for fuel or 10% of the price per litre of fuel on the day of travel. (Today, gas is \$1.80 a litre, so we are allowing 18 cents per km). Susan seconded – motion passed.

5 Reports Highlights (to be circulated prior to meeting)

a. Treasurer / Tags & Seals

Allison presented the Treasurer's report. No questions raised. Allison moved to approve the report, Bibianne seconded. Motion approved.

Budget has not yet been prepared, but **\*\*Allison will get it done and sent out by 30<sup>th</sup> May.**

**\*\*Ginny will set up a Zoom meeting for approval for 1<sup>st</sup> June 7pm, include all the board members.**

b. Web Content Manager

Susan needs to be advised of events and clubs to be able to enter them into the website.

c. Newsletter

Emily presented her report and mentioned that we have our first paid advertisement! The Association will solicit further ad customers. **\*\***( Deb suggested approaching the libraries to see whether they could promote our newsletter)

d. Facebook

Deb submitted her report. The page is growing rapidly and all is going well. She reminded us that, ordinarily, business ads are not permitted, but are welcome on certain promotional dates.

e. Plant Giveaway

Geoff had already gone over the details of his report.

DDs should advise members receiving plants to baby them a little.

f. Photo Contest

Lawrence Spencer has retired, and Deb agreed to take over the position until the AGM. No report as Deb is very new to the position. **\*\*Deb will prepare the entries into a slide show and send Susan all the entries, noting the top 3 in each category.** A local photographer should be the judge for a stipend of \$75.

g. Historian

Kathy will contact Dixie regarding updates.

h. Awards

Kathy presented Pamela's report.

i. District Directors

#### Reports submitted by District Directors

District1 – Zoom meetings were started this year but Zoom uptake was minimal. Some clubs are coming back to in-person meetings. Ile Madame club is doing very well with over 40 members. All the presidents are meeting with Bibianne and they are getting into the Year of the Garden. They are planning a special event on 18<sup>th</sup> June.

District2 – Clubs are getting back into it, welcoming many new members. New Glasgow and Guysborough clubs are not doing well. St. Mary's has been picking up nicely.

District3 – Liz said that most clubs were doing well. She is still looking for a replacement DD for these two districts.

District4 – Pamela had submitted her report but was absent from the meeting.

District5 – Deb submitted her report.

District6 – Sue mentioned that they have many younger people turning up to meetings. Chester is organizing an open garden event for Year of the Garden.

District7 – Lisa submitted her report – some clubs have still been active. Digby Neck and Islands started in Feb 2020 are now up to 34, as well as holding many events and fundraisers.

6 Next meeting– September 24th, 2022

7 Adjournment

Motion to adjourn by Deb at 2.30pm.

**\*\* Subsequent discussion deemed that having the Newsletter in Libraries was neither feasible nor desirable.**